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[*"A little inspiration goes a long way"*](#)

Carmen Zella
Founder & Creative Director
[Do Art Foundation](#)
Twitter: [@doartfoundation](#)
Instagram: [DoArTFoundation](#)
www.facebook.com/doartfoundation
www.doartfoundation.org
310.406.5055

Begin forwarded message:

From: Rebecca Hutchinson <rebecca@h-rpr.com>
Subject: Fwd: Larchmont utility boxes
Date: November 10, 2015 at 1:38:50 PM PST
To: Tom Kneafsey <tom@metropolitanholding.com>
Cc: Heather Boylston <heather@h-rpr.com>

Tom — are you OK with paying this \$100 design fee? If so, we will get her started.



Rebecca Hutchinson/ President + CEO, Even Days

rebecca@h-rpr.com / 323.646.6406

200 N. Larchmont Blvd.
Los Angeles, CA 90004
<http://www.h-rpr.com>



Begin forwarded message:

From: carmen zella <carmen@doartfoundation.org>
Subject: Re: Larchmont utility boxes
Date: November 10, 2015 at 12:19:50 PM PST
To: Heather Boylston <heather@h-rpr.com>

Cc: Rebecca Hutchinson <rebecca@h-rpr.com>, "Ma'ayan Dembo" <maayan@doartfoundation.org>, Tom Kneafsey <tom@metropolitanholding.com>

Hello Heather!

Would be \$100 fee. We will need copy and logos that you would like to use and a Brand guide if you have~

:)

On Tue, Nov 10, 2015 at 11:54 AM, Heather Boylston <heather@h-rpr.com> wrote:

What would your designers charge to design the flier?



Heather Duffy Boylston / President + CEO, Odd Days
heather@h-rpr.com / [323-397-3446](tel:323-397-3446)

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<http://www.h-rpr.com>



On Nov 6, 2015, at 3:11 PM, carmen zella <carmen@doartfoundation.org> wrote:

Super!

We have some graphic designers that we can recommend if you need assistance creating the flyers.

Thank you!

On Fri, Nov 6, 2015 at 1:04 PM, <rebecca@h-rpr.com> wrote:

Thank you and yes we have approval to move forward on everything.

Rebecca Hutchinson
Cell: [\(323\) 646-6406](tel:3236466406)

On Nov 6, 2015, at 11:13 AM, carmen zella
<carmen@doartfoundation.org> wrote:

Hello Rebecca,

Here is an example of other fliers that were created and branded to fit this District.

To answer your question, YES - we would go back to the drawing board or solicit specific artists that we like in this case!

Best!

On Thu, Nov 5, 2015 at 2:54 PM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:

Ma'ayan and Carmen — I'm awaiting final approval on this — will have it to you asap.

One question that came up: what if our board doesn't like any of the submissions? I'm sure this is HIGHLY unlikely, given your outlined process and two of the artists we know who are interested in submitting, but would we go back to the drawing board with submissions and gather more?



Rebecca Hutchinson/ President + CEO, Even Days

rebecca@h-rpr.com / [323.646.6406](tel:323.646.6406)

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On Nov 4, 2015, at 1:48 PM, Ma'ayan Dembo
<maayan@doartfoundation.org> wrote:

[Updated!](#)

On Tue, Nov 3, 2015 at 5:09 PM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:

Thanks! There isn't a reference to the watercolor I had attached. Is that intentional or is there a way to let artists know that's what's already on the street?

I also realized I didn't attach the higher res logo — here you go. Is that high enough?

Timeline looks good!



Rebecca Hutchinson/ President + CEO, Even Days

rebecca@h-rpr.com / [323.646.6406](tel:323.646.6406)

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On Nov 3, 2015, at 3:03 PM, carmen zella
<carmen@doartfoundation.org> wrote:

Hello Rebecca & Heather~

We have modified the survey - please see your notes implemented.
[Here](#)

How are these dates?

The timeline would go as follows:
Submission deadline - December 8th
Selection decided by - January 10th
Installation finished by - January 23rd

Best!

On Tue, Nov 3, 2015 at 8:06 AM, Heather@h-rpr.com <heather@h-rpr.com> wrote:

I think you covered it all, Rebecca. Thanks



Heather Duffy Boylston / President + CEO, Odd Days
heather@h-rpr.com / [323-397-3446](tel:323-397-3446)

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On Nov 3, 2015, at 7:57 AM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:

Thank you, Ma'ayan! This looks great. A couple things:

— there are 2 places where Larchmont Village is referred to as “the” Larchmont Village. Please just take out “the”. It’s here and in the next line: **What is your favorite aspect of the Larchmont Village? ***

— we would like to be sure artists are aware of the BID’s description of our village, listed here <http://larchmontvillagebid.com/index.php>, and the artwork that’s already on the side of the Big Belly trash and recycling bins on the street (see attached)

— for the timeline, we’d like to have this installed in January instead of December. It might get lost in the holiday shuffle of all the things we have going on in the Village around Christmas if we install the art on 12/23

Heather and Tom, do you have anything to add?

Thank you!
Rebecca



Rebecca Hutchinson / President + CEO, Even Days
rebecca@h-rpr.com / [323.646.6406](tel:323.646.6406)

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On Nov 2, 2015, at 1:24 PM, Ma'ayan Dembo
<maayan@doartfoundation.org> wrote:

Hi Rebecca, Heather, and Tom,

[Here](#) is the Larchmont Village BID Utility Box survey that we will send out and promote as a call to artists.

Let me know if there are any comments or suggestions for the survey. I would like to use a higher-resolution photograph of the BID's logo, so please send one my way.

The timeline would go as follows:
Submission deadline - November 18th
Selection decided by - November 25th
Installation finished by - December 23rd

Thank you very much,
Ma'ayan Dembo

On Wed, Oct 28, 2015 at 1:30 PM, Rebecca Hutchinson
<rebecca@h-rpr.com> wrote:

Wonderful, thanks! And you will send us an invoice, right?



Rebecca Hutchinson/ President + CEO, Even Days

rebecca@h-rpr.com / [323.646.6406](tel:323.646.6406)

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On Oct 28, 2015, at 11:46 AM, carmen zella
<carmen@doartfoundation.org> wrote:

Hello Rebecca!

Here is the countersigned!

From here we will customize the application form for
Larchmont Village and place on websites and flyer - and set up
a calendar for submissions and applications, and installation!

On Tue, Oct 27, 2015 at 4:20 PM, <rebecca@h-rpr.com> wrote:
Hi - Here's the signed agreement.

Begin forwarded message:

:

From: carmen zella <carmen@doartfoundation.org>
Date: October 23, 2015 at 2:51:06 PM PDT
To: Rebecca Hutchinson <rebecca@h-rpr.com>
Subject: Re: Larchmont utility boxes

Hello Rebecca,

Please see the revised document.

Best!

On Thu, Oct 22, 2015 at 11:57 AM, Rebecca Hutchinson
<rebecca@h-rpr.com> wrote:

Thanks, great!

Just a couple changes before I send to our ED:

— please change the official name of our BID to Larchmont
Village BID (the “village” is missing in the doc)

— date says 9/10/15 in “Ownership” section — need to change

Thanks.

|

|

Rebecca Hutchinson/ President + CEO, Even Days

rebecca@h-rpr.com / [323.646.6406](tel:323.646.6406)

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On Oct 22, 2015, at 8:43 AM, carmen zella
<carmen@doartfoundation.org> wrote:

<DOART_DealMemo_LarchmontUtilityBoxes.pdf>

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<doc02111220151027152622.pdf>

<Larchmont_PanelArt_052913b.tiff>

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<LVBID_Logo_012314_FINAL.png>

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<SVBID Utility Box Art - Call for Artists V4.jpg>

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Begin forwarded message:

From: Heather Boylston <heather@h-rpr.com>
Subject: Re: Larchmont photo
Date: August 2, 2016 at 10:25:50 AM PDT
To: carmen zella <carmen@doartfoundation.org>
Cc: Thomas Kneafsey <tom@metropolitanholding.com>, Rebecca Hutchinson <rebecca@h-rpr.com>, Ann Bridges <ann.bridges@mac.com>

Hi Carmen,

One of our utility boxes was tagged. Can you let us know the best way to get it cleaned? I called the city but they said that it would just be painted over and we don't want that. I thought there was some special solution that was put on the boxes so that any tagging came off easily..... Would appreciate your advice on how to remove. Thanks!

Heather



Heather Duffy Boylston / President + CEO, Odd Days
heather@h-rpr.com / 323-397-3446

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<http://www.h-rpr.com>



On Apr 1, 2016, at 8:23 AM, carmen zella <carmen@doartfoundation.org> wrote:

I would love to meet all of you! Please take the photo without me as I have to attend to an art installation we have in Burbank that just came up. Sorry to have missed you! I went by the boxes- great artist selection!!!! Looks

beautiful- we are thankful to have been a part of this happening!

On Thursday, March 31, 2016, Heather Boylston <heather@h-rpr.com> wrote:

Hi all,

Confirming tomorrow at 10:00. Let's meet at the utility box by Noah's Bagels.



Heather Duffy Boylston / President + CEO, Odd Days
heather@h-rpr.com / 323-397-3446

200 N. Larchmont Blvd.
Los Angeles, CA 90004
<http://www.h-rpr.com>



On Mar 29, 2016, at 10:27 AM, Thomas Kneafsey
<tom@metropolitanholding.com> wrote:

Good for me
Tom Kneafsey

From: Heather Boylston [mailto:heather@h-rpr.com]
Sent: Tuesday, March 29, 2016 10:16 AM
To: carmen zella
Cc: Rebecca Hutchinson; Tom Kneafsey; Ann Bridges
Subject: Re: Larchmont photo

Hi all,

The artwork has been installed and it looks great! I'd like dos schedule the photo shoot sometime later this week. Would Friday morning at 10 am work for everyone?

<image001.jpg>

Heather Duffy Boylston / President + CEO, Odd Days
heather@h-rpr.com / 323-397-3446

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<image003.jpg> <image003.jpg>

On Mar 18, 2016, at 9:27 AM, carmen zella <carmen@doartfoundation.org> wrote:

Hello all,

So sorry - I put a lot of pressure on the printing company to convey why there is a delay. They told me the installer has the prints and should be finalizing by Saturday. They are behind and apologized....

I truly apologize as I'm frustrated and want to see this beautiful art up in your district!

On Wed, Mar 16, 2016 at 11:05 PM, Heather Boylston <heather@h-rpr.com> wrote:
Ann,

John Wellborne from the Larchmont Chronicle may be emailing you for an interview. We are going to have him run the images of your renderings if the artwork is not installed yet. Their deadline is Friday. Let me know if you have any questions about talking to him.
Thanks!

<image001.jpg>

Heather Duffy Boylston / President + CEO, Odd Days
heather@h-rpr.com / 323-397-3446

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<image003.jpg> <image003.jpg>

On Mar 16, 2016, at 10:20 PM, rebecca@h-rpr.com wrote:

Carmen - please reply all to confirm we are canceling tomorrow's 11am photo on Larchmont. I'm assuming the artwork can't be installed between now and then, right?!

Rebecca Hutchinson
Cell: [\(323\) 646-6406](tel:3236466406)

On Mar 16, 2016, at 9:24 PM, Heather Boylston <heather@h-rpr.com> wrote:

I just drove by and they are not installed. We were hoping to make deadline by Friday for the local paper.....

<image001.jpg>

Heather Duffy Boylston / President + CEO, Odd Days
heather@h-rpr.com / [323-397-3446](tel:323-397-3446)

200 N. Larchmont Blvd. Los Angeles, CA 90004
<http://www.h-rpr.com>



<image003.jpg>

<image003.jpg>

On Mar 16, 2016, at 3:43 PM, rebecca@h-rpr.com wrote:

I'm on the road away from Larchmont and unable to check but there was no sign of progress today at 11:30. Please check in with Heather, copied, or [323-397-3446](tel:323-397-3446). Thanks.

Rebecca Hutchinson
Cell: [\(323\) 646-6406](tel:323-646-6406)

On Mar 16, 2016, at 3:28 PM, carmen zella <carmen@doartfoundation.org> wrote:

Hello Rebecca I'm checking to see if the boxes have been installed? Can you please give me a call back as I can't seem to reach my contact at the printing company.
[310.406.5055](tel:310.406.5055)

On Monday, March 14, 2016, carmen zella <carmen@doartfoundation.org> wrote:
Hello Rebecca,

The printers are set to install in the next day or so. I apologize for the delay - and will call again tomorrow to ensure they are on point.

It will only take them one afternoon to finalize.

On Mon, Mar 14, 2016 at 10:31 AM, <rebecca@h-rpr.com> wrote:
Hi Carmen. There's no sign of the art work on our utility boxes yet. Please LMK status. Is the photo on Thurs still doable?

Rebecca Hutchinson
Cell: [\(323\) 646-6406](tel:323-646-6406)

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I will be on vacation from April 8th - April 23rd

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Founder & Creative Director

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www.facebook.com/doartfoundation

www.doartfoundation.org

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Begin forwarded message:

From: Rebecca Hutchinson <rebecca@h-rpr.com>

Subject: Re: Graffiti on Larchmont Artwork

Date: August 30, 2016 at 2:19:00 PM PDT

To: Shannon King <shannon@doartfoundation.org>

Cc: Thomas Dillman <tdillmann@gmail.com>, Tom Kneafsey

<tom@metropolitanholding.com>, Ann Bridges <ann.bridges@mac.com>, Heather Boylston

<heather@h-rpr.com>

Holy cow! That's so great and I'm so happy the box is back to its former glory. I'll buy some of the spray now. Thank you!



Rebecca Hutchinson/ President + CEO, Even Days

rebecca@h-rpr.com / 323.646.6406

200 N. Larchmont Blvd.

Los Angeles, CA 90004

<http://www.h-rpr.com>



On Aug 30, 2016, at 12:26 PM, Shannon King <shannon@doartfoundation.org> wrote:

Great news! It worked perfectly. The boxes were definitely anti graffiti coated also, I think since it was a paint they used to tag it just needed a little more than soap and water.

I used the solvent in the pic (\$10 on Amazon. Relatively non toxic just don't

inhale it cuz it's intense). I suggest grabbing some since it works on cement surfaces as well. I also used steel wool to scrub a bunch and then it wipes away with a paper towel.

Before:

<image1.JPG>

After:

<image2.JPG>

Kindly,
Shannon King
Operations Director | Do ArT Foundation

On Aug 30, 2016, at 11:26, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:

Thanks so much. LMK if you'd like me to meet you there for any reason.



Rebecca Hutchinson/ President + CEO, Even Days

rebecca@h-rpr.com / 323.646.6406

200 N. Larchmont Blvd.
Los Angeles, CA 90004
<http://www.h-rpr.com>



On Aug 30, 2016, at 11:24 AM, Shannon King
<shannon@doartfoundation.org> wrote:

Just an update that I'm going out this afternoon to try an anti graffiti solvent.
I'll update you after!

Kindly,
Shannon King
Operations Director | Do ArT Foundation

On Aug 24, 2016, at 16:35, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:

Hi Shannon — here is the image of the graffiti on our Larchmont utility box in front of Noah's Bagels on Beverly at Larchmont.
Ann & Heather — I just spoke with Shannon at DoArt and told her about the work you two have done to contact 311 and try to remove the graffiti yourself or see about painting over it.

Ann — Shannon suggested that, if it is OK with you, you repaint the area that's been tagged and then Shannon and the DoArt team will coat over it with the anti-graffiti film.

Please reply all.

Thank you!
Rebecca



Rebecca Hutchinson/ President + CEO, Even Days

rebecca@h-rpr.com / 323.646.6406

200 N. Larchmont Blvd.
Los Angeles, CA 90004
<http://www.h-rpr.com>



Begin forwarded message:

From: Thomas Kneafsey <tom@metropolitanholding.com>

Subject: Graffiti

Date: July 19, 2016 at 7:56:27 PM PDT

To: heather@h-rpr.com, Rebecca Hutchinson <rebecca@h-rpr.com>

Can we get this removed?
<IMG_1020.JPG>

Begin forwarded message:

From: Rebecca Hutchinson <rebecca@h-rpr.com>
Subject: Fwd: Invoice from Do ArT Foundation
Date: December 7, 2015 at 6:08:38 PM PST
To: Tom Kneafsey <tom@metropolitanholding.com>
Cc: Erin Dolan <erin.dolan@dolanknight.com>

And here's the invoice for the whole program.



Rebecca Hutchinson/ President + CEO, Even Days

rebecca@h-rpr.com / 323.646.6406

200 N. Larchmont Blvd.
Los Angeles, CA 90004
<http://www.h-rpr.com>



Begin forwarded message:

From: Do ArT Foundation <quickbooks-email@intuit.com>
Subject: Invoice from Do ArT Foundation
Date: December 7, 2015 at 1:51:34 PM PST
To: rebecca@h-rpr.com
Cc: billing@doartfoundation.org
Reply-To: billing@doartfoundation.org



Do ArT Foundation

INVOICE	DUE DATE	BALANCE DUE
127	12/07/2015	\$2,900.00

[View invoice](#)

Dear Larchmont Village BID,

Your invoice is attached. Please remit payment at your earliest convenience.
Thank you for your business - we appreciate it very much.

In addition to a check, we also accept payment via bill.com. All you need is our Payment Network ID: 0178924295375647.

Sincerely,
Do ArT Foundation



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